



**For more information:**

Sarah Borchardt  
Golin  
312-729-4440  
sborchardt@golin.com

**Sargento Foods Brings Big Flavor in a Little Bite with New Snack Bites™ Cheese Snacks**

*Company gives people more snacking choices with small sticks of cheese in four bold flavors*

**PLYMOUTH, Wis. (March 21, 2016)** – [Sargento Foods](#) is introducing a delicious new way to snack with [Snack Bites™ cheese snacks](#), the company's latest product for consumers looking to add bold flavor to their snacking routine.

Snack Bites™ cheese snacks are small sticks of natural cheese that pack big flavor into little bites with fewer than 20 calories per stick. The new snacks are available in dairy aisles nationwide.

"We know people are looking for bold new snacks, with consumers open to trying new flavors," said Chris McCarthy, Director of Marketing for the Sargento Foods Consumer Products Division. "Sargento is delivering flavor intensity to snackers with the same high-quality, natural cheese they expect from Sargento."

Snack Bites™ cheese snacks feature four new bold, delicious flavors:

- Savory Garlic and Herb Jack, a deliciously buttery cheese that combines savory garlic and herb with creamy Monterey Jack
- Wisconsin Sharp Cheddar, a bold and brazen Cheddar that's anything but mild
- Colby-Pepper Jack, where Colby and Monterey Jack cheeses are mixed with habanero and jalapeno peppers for a tasty kick
- Chipotle BBQ Cheddar, where smoky BBQ meets mild Cheddar for big, bold flavor

Snack Bites™ cheese snacks come in a resealable bag for a suggested retail price of \$3.69. For more information, visit [www.sargento.com/snackbites](http://www.sargento.com/snackbites).

**About Sargento Foods Inc.**

Sargento Foods Inc. has demonstrated its passion for cheese and cheese-based meal solutions for more than 60 years. Founded in 1953 in Plymouth, Sargento is a leading manufacturer, packager and marketer of natural shredded, sliced and snack cheeses, cheese appetizers, ingredients, sauces and other culinary solutions. Sargento is owned and operated by the Gentine family, has net sales exceeding \$1 billion and more than 1,800 employees. For more information, please visit [www.sargento.com](http://www.sargento.com).

###